IT Unit 4

Topic 2

# Information management

**Importance of data & information to organisations** (Informatics, p 247)

1. Distinguish between data & information.

* The term data refers to the raw, unorganised facts, figures and symbols fed to a computer during the input process. Data can also mean ideas or concepts before they have been refined. Information is obtained when the computer processor into a meaningful and useful form also becoming an output manipulates data.

1. How is information used in an organisation?

* Information can be used in many ways with business operation like market research help determine what to sell and etc.

1. What are the qualities of data required for effective decision-making? Elaborate on each of the following qualities:
   1. Complete information

* It important to include all the relevant information. a report is not complete if the intended user has to find additional information.
  1. Timely information
* Information must be timely to serve its purpose. Data needs to be current not form a 100 years ago depending on your research.
  1. Accurate information
* Incorrect information will lead to the wrong decision being made or problem remaining unsolved. Even if the source data is correct, information produced by a computer may be inaccurate.
  1. Unbiased information
     1. Bias through sorting
* In many cases, this is unavoidable, as any list must have a beginning and an end.
  + 1. Bias through graphics
* Bias occurs in selecting the graphic the scale used the size chosen.
  1. Clarity of the message
* If the intended message or conclusion of a report is not clear, the effectiveness of the message will be diminished even if all the information is included.

**Goals & objectives of organisations & information systems** (Informatics, p 249)

1. What is the purpose of a strategic plan?

* A long term goal

1. What is the purpose of a mission statement? How does it differ from a vision statement?

* Mission statement is the bias for establishing a set of common goals that will help accomplish the organisation aims. A vision statement is like the same

1. Distinguish between goals & objectives.

* Goals are a broad outcome. Were objective are specific and measurable

1. Give examples of different goals for businesses as opposed to non-profit organisations.
2. List some common goals of an organisation.

* Increase market share by 5% over the next 12 months
* Reduce customer complaints by 20%

**Information Systems: (p 251)**

1. What is an information system? What is its overall purpose?

* An organized system for the collection, organization, storage and communication of information.

1. What is a system goal?

* It explains the specific role of the information system in achieving the organisational goal, and ultimately the company mission.

1. List three basic goals of an information system. Use an example to explain how they can help an organisation achieve its goals.

* Expand the company
* As business want to increase their profit margins, they may find that they need to grow. They need to employ more people and build larger premises so that their production levels meet customers’ demands.
* Increase the company profit margin
* Business exist to make money. To provide value to the owners. Allow for further growth and the realisation of opportuneness, the business needs to increase its profit. Revenue earned less expense incurred.
* Improve the communication of events to members
  + Send letters to members and past players
  + Develop a website
  + Produce a regular newsletter